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Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS WHOLESALERS AND DISTRIBUTORS

TRADING UP TO PROFITS

Retailers and vendors look to the high end to help boost margins in electronics, major appliances and housewares

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Merchandising
FOR OVER 56,200 RETAILERS & WHOLESALERS

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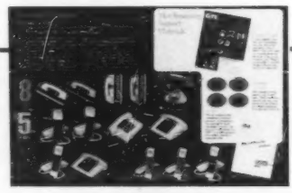
14 PERSONAL ELECTRONICS



P-o-p can call attention to more expensive items
Not every dealer has the wherewithal or even the desire to maintain an extensive sales staff, so personal electronics vendors have produced a deluge of point-of-purchase materials to help customers when sales personnel can't.

20 VIDEO & AUDIO

Vendors train dealers to sell high-end products
Why should a customer choose a $700 cassette deck over one that sells for $200? To help answer that question, electronics vendors conduct a wide variety of training programs to educate dealers about their products.

35 MAJOR APPLIANCES

P-o-p aplenty is available from majap vendors
Okay. You've got the customer in your store. He needs a new refrigerator, and he needs it today. But there, facing him, are 25 models that all look pretty much alike. How are you going to let him know which units have the features he wants?

50 HOUSEWARES

Demos and training help dealers sell high end
Selling high-end housewares means selling features and benefits which can often be quite complicated. To help, many manufacturers assist retailers in putting knowledgeable sales people on the floor by providing demonstrators and training programs.

56 STORE OPERATIONS

Boost your staff's step-up skills to sell high end
Even the average shopper who walks into your store can be turned into a high-end customer. How? One important key lies in developing your sales peoples' attitude and skills in the all-important area of step-up selling.

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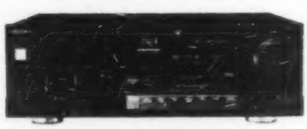
HIGH-END PRODUCTS

Boasts auto focus

Product: camcorder
Model: VM6100
Features: automatic focus system; low-light-sensitive Saticon pickup tube (15 lux); 6X power zoom lens; automatic white balance; automatic iris control; uses VHS-C mini-cassette; weighs 4.6 lbs.
Suggested list price: open listed.
Manufacturer: Zenith Electronics Corp., 1000 Milwaukee Ave., M, Glenview, IL 60025.



Offers expanded inputs

Product: amplifier
Model: SU-V10X
Features: microcomputer circuit which adjusts the power transistor's operating conditions; constant gain predriver circuit to help prevent distortion; power linear circuit: separate input and record selectors; 120 watts of power per channel; seven audio and three video inputs.
Suggested list price: $600.
Manufacturer: Technics, One Panasonic Way, M, Secaucus, NJ 07094.

Contains five tapes

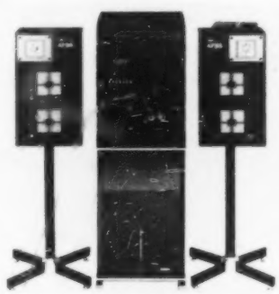
Product: prerecorded videocassette
Model: The Jewel In The Crown
Features: five cassettes with a total recording time of 12½ hours; textured, gold-embossed case; four-color, 10-page chronology that parallels actual historical events with those in the series; full cast listing.
Suggested list price: $399.95.
Manufacturer: Simon & Schuster, Audio & Video Publishing division, 1230 Ave. of the Americas, M, New York, NY 10020.

Records in hifi

Product: videocassette recorder
Model: SV-R9700HF
Features: front-loading VHS format; hifi stereo; instant recording of up to four hours; 178-channel cable-ready electronic tuner with 16 channel presets; still frame.
Suggested list price: $1,000.
Manufacturer: Sansui Electronics Corp., 1250 Valley Brook Ave., M, Lyndhurst, NJ 07071.

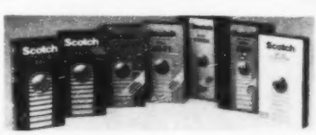
Presents 37-in. screen

Product: stereo color TV
Model: P8137WPE
Features: built-in stereo TV/separate audio program decoder with LED broadcast indicators; hide-away controls.
Suggested list price: $2.399.
Manufacturer: Philco, N.A.P. Consumer Electronics Corp., Interstate 40 & Straw Plains Pike, P.O. Box 6950, M, Knoxville, TN 37914.



A complete system

Product: audio system and speakers
Model: V-1200ACD/SX-E12
Features: preamplifier with seven-band graphic equalizer, CD function selector and dynamic super loudness switch; double tape deck with five-cassette auto changer, auto reverse and random programmable play/dubbing up to 15 selections; linear tracking, programmable turntable; compact disc player with three-beam laser pickup; two-way three-speaker system; wireless remote control.
Suggested list price: $1,800 for V-1200 ACD, $250 for SX-E12 speakers.
Manufacturer: Aiwa America, Inc., 35 Oxford Dr., M, Moonachie, NJ 07074.



Comes in two formats

Product: videocassette
Model: EXG
Features: Static Barrier backcoating; time left recording gauge; available in VHS and Beta formats.
Suggested list price: $9.99.
Manufacturer: Aiwa America, Inc., ducts/Magnetic Audio/Video Products division, 3M Center, M, St. Paul, MN 55144.

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Karate Kid** *(RCA/Columbia)*	1	4
2. **Falcon and the Snowman** *(Vestron)*	3	3
3. **The Killing Fields** *(Warner)*	—	1
4. **Desperately Seeking Susan** *(Thorn EMI/HBO)*	—	1
5. **A Soldier's Story** *(RCA/Columbia)*	4	3
6. **Starman** *(RCA/Columbia)*	2	3
7. **The Flamingo Kid** *(Vestron)*	8	3
8. **Nightmare on Elm Street** *(Media)*	6	3
9. **The Terminator** *(Thorn EMI/HBO)* **GPI**	5	5
10. **Pinocchio** *(Walt Disney)*	9	2
11. **Stick** *(MCA)*	—	1
12. **Runaway** *(RCA/Columbia)*	11	3
13. **The Mean Season** *(Thorn/EMI)*	14	2
14. **Micky and Maude** *(RCA/Columbia)*	16	3
15. **The Sure Thing** *(Embassy)*	—	1
16. **Places in the Heart** *(CBS/Fox)*	7	4
17. **Into the Night** *(MCA)*	20	2
18. **2010** *(MGM/UA)*	10	3
19. **Missing in Action** *(MGM/UA)*	13	4
20. **Mrs. Soffel** *(MGM/UA)*	—	1
21. **Blood Simple** *(MCA)*	—	1
22. **Passage to India** *(RCA/Columbia)*	—	1
23. **Mischief** *(CBS/Fox)*	—	1
24. **The River** *(MCA)*	19	4
25. **Johnny Dangerously** *(CBS/Fox)*	12	3
26. **Body Double** *(RCA/Columbia)*	28	5
27. **Protocol** *(Warner)*	18	3
28. **Dreamscape** *(Thorn EMI/HBO)*	—	5
29. **Thief of Hearts** *(Paramount)*	22	4
30. **American Dreamer** *(CBS/Fox)*	—	1

Top 10 in videocassette sales

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	39
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GPI**	2	10
3. **Pinocchio** *(Walt Disney)*	3	2
4. **Singing in the Rain** *(MGM/UA)*	4	3
5. **Prince Live** *(Warner)*	10	2
6. **We Are The World** *(MusicVision)*	5	3
7. **WHAM! The Video** *(CBS/Fox)*	8	4
8. **Gone With the Wind** *(MGM/UA)* **GPI**	6	7
9. **The Karate Kid** *(RCA/Columbia)*	9	4
10. **Star Trek III: The Search for Spock** *(Paramount)*	7	7

Top 5 in laserdisc sales

1. **Pinocchio** *(Walt Disney)*	—	1
2. **The Karate Kid** *(RCA/Columbia)*	4	3
3. **Starman** *(RCA/Columbia)*	—	1
4. **Places in the Heart** *(CBS/Fox)*	—	1
5. **Star Trek III: The Search for Spock** *(Paramount)*	3	3

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	12
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GPI**	3	10
3. **Prince Live** *(Warner)*	4	2
4. **We Are The World** *(MusicVision)*	2	3
5. **Do It Debbie's Way** *(Video Associates)*	—	6

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)